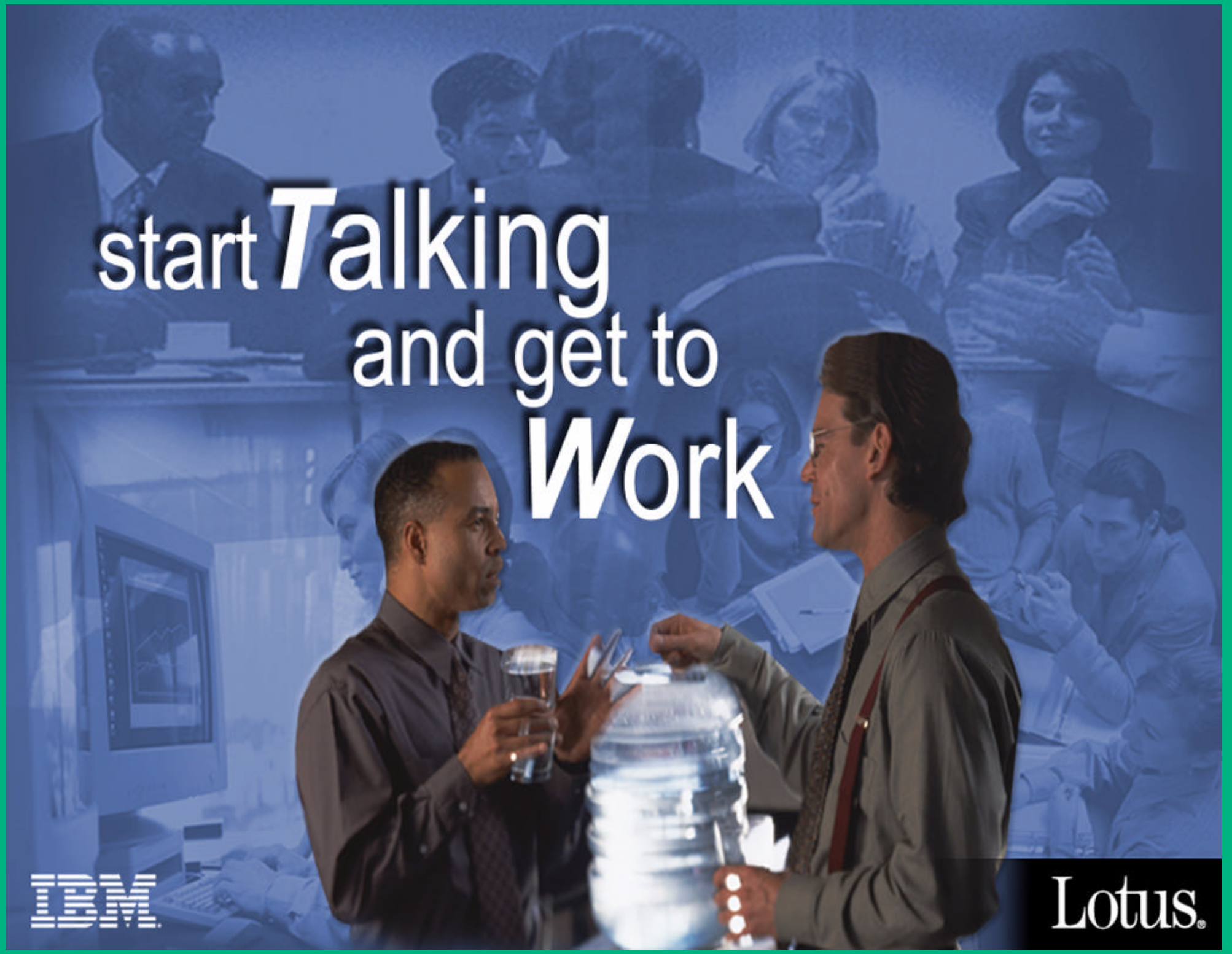
Lotus.

Knowledge management

Department of Energy Interlab 2000

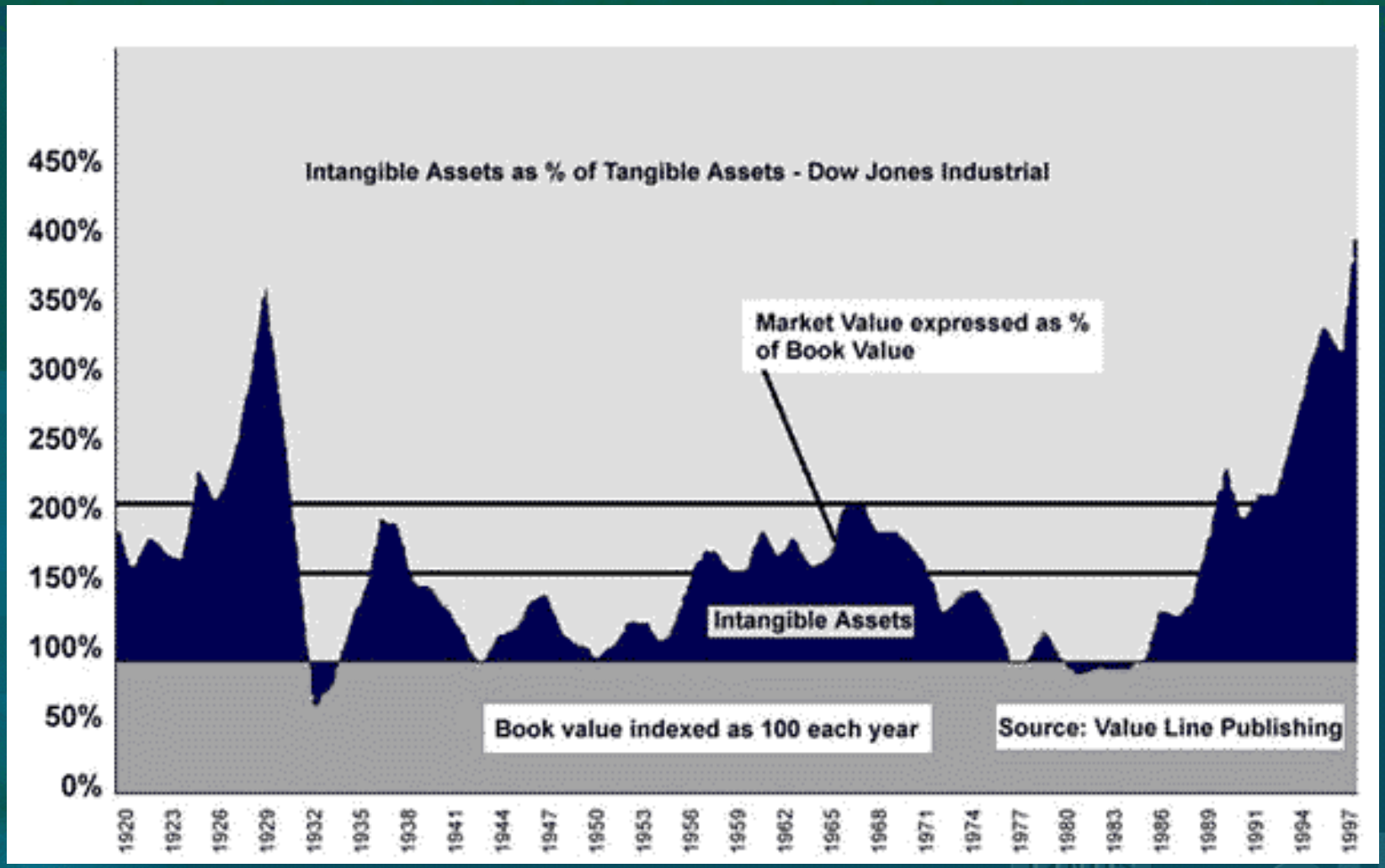
Scott Cooper

Vice President, Knowledge Management Products


start Talking
and get to
Work
IBM
Lotus.

The New Economy

Information & Knowledge - the means of production



Burson-Marsteller

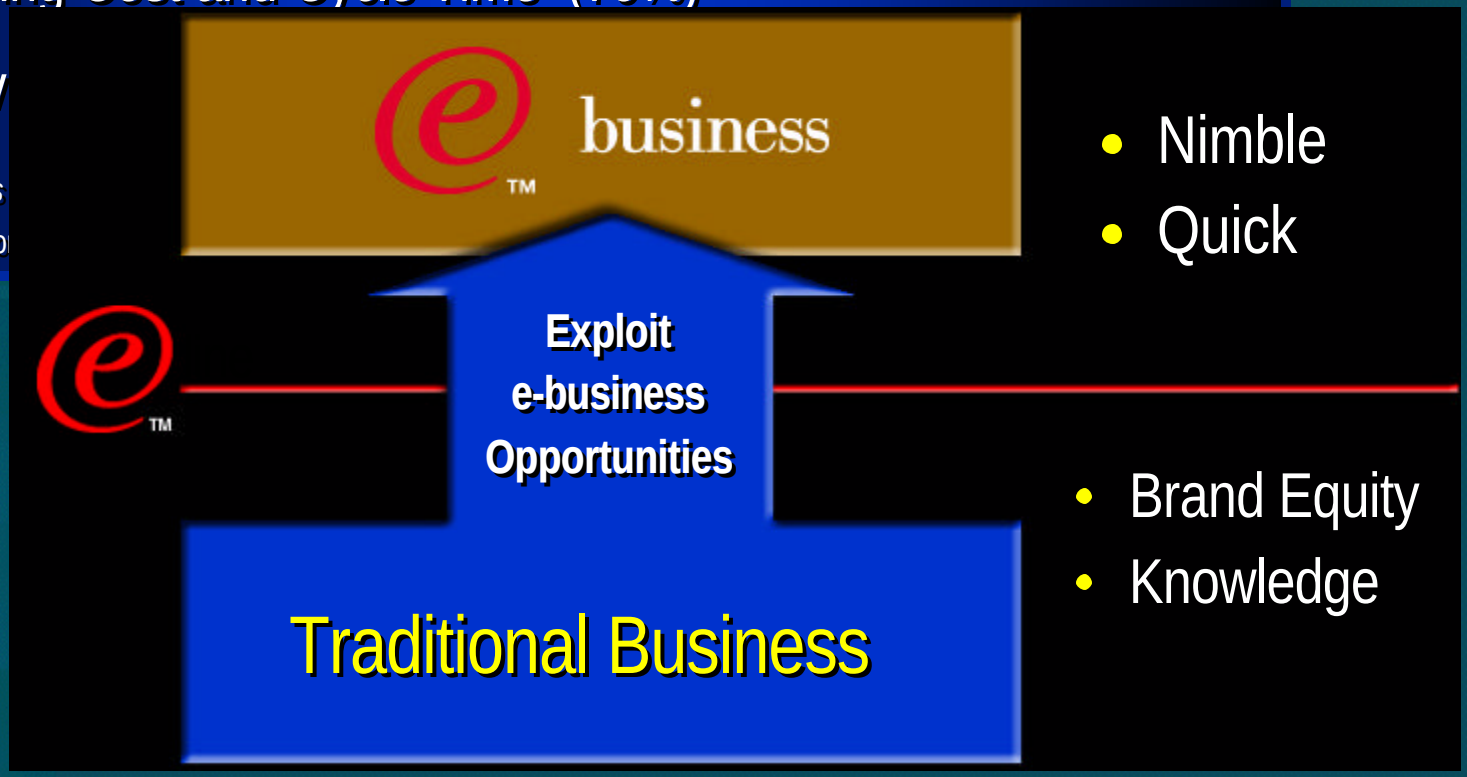
One such customer, Burson-Marsteller, has used Lotus technology to tap the expertise that existed within its worldwide organization and then apply it in a purposeful way.

As a result, Buron-Marsteller has dramatically reduced the time it takes to respond to a PR crisis -- and improved the quality of that response.

New Competitive Landscape

1. Increasing Globalization (94%)
2. Improving Knowledge Management (88%)
3. Reducing Cost and Cycle Time (79%)
4. Improv

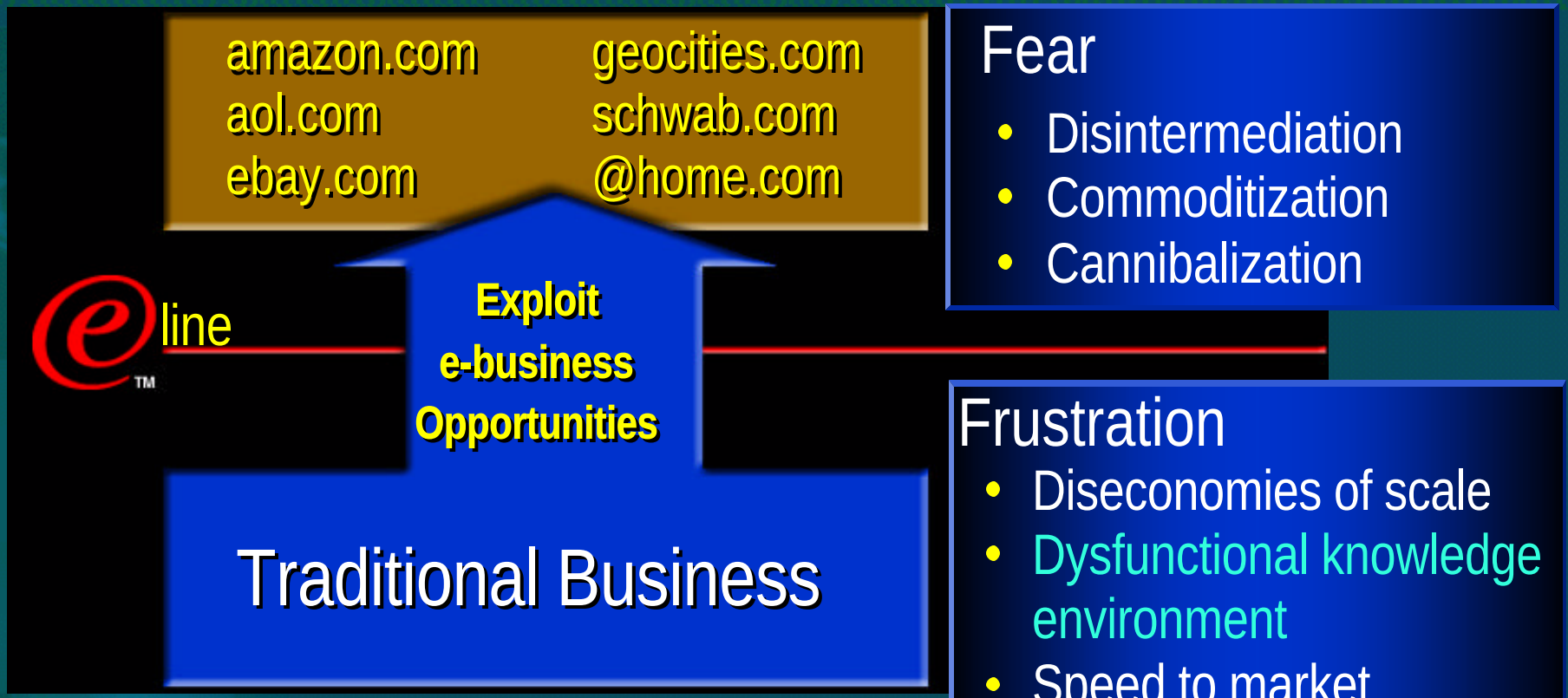
Source: *The Nations*
Survey for Foundatio



"...traditional businesses - so often portrayed as deer in the Web headlights - have been studying the new guys well."

Fortune, May 24, 1999

The Current Reality



Fear

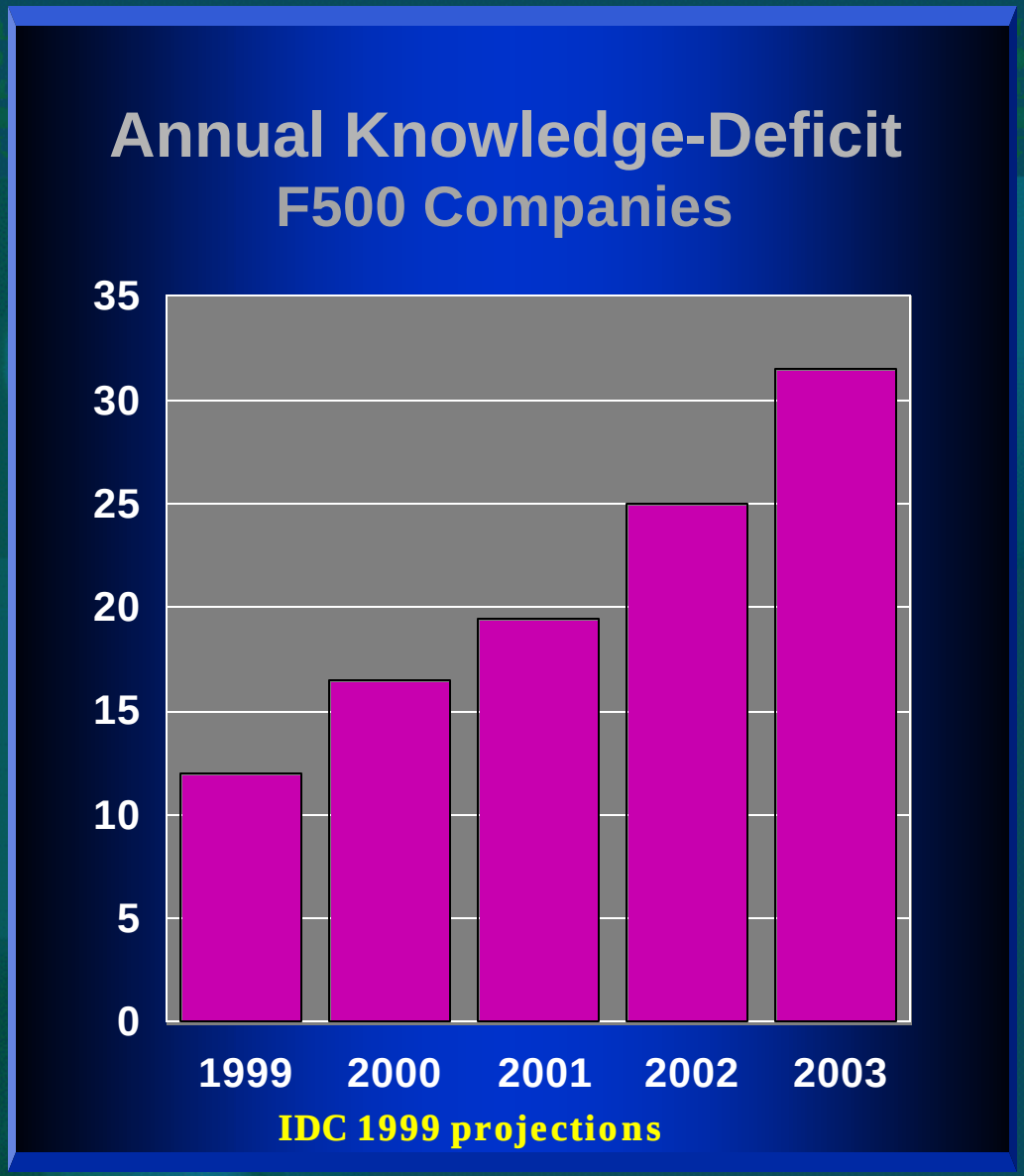
- Disintermediation
- Commoditization
- Cannibalization

Frustration

- Diseconomies of scale
- Dysfunctional knowledge environment
- Speed to market

Lotus.

Knowledge Deficit Quantified



- Deficit measures:
  - Intellectual rework
  - Substandard performance
  - Inability to find information and experts
- Cost per employee
  - 1999 = $5000
  - 2003 = $5850

http://www.idc.com/Data/Software/content/offer/Knowledge/default.htm

KM is a discipline ...

- ... to systematically leverage information and expertise to improve organizational performance.

ASSET UTILIZATION

REVENUE EXPANSION

Efficiency

Re-use captured intellectual assets

Responsiveness

Marshall resources to respond to unanticipated events

Competency

Manage knowledge transfer to improve employee skills

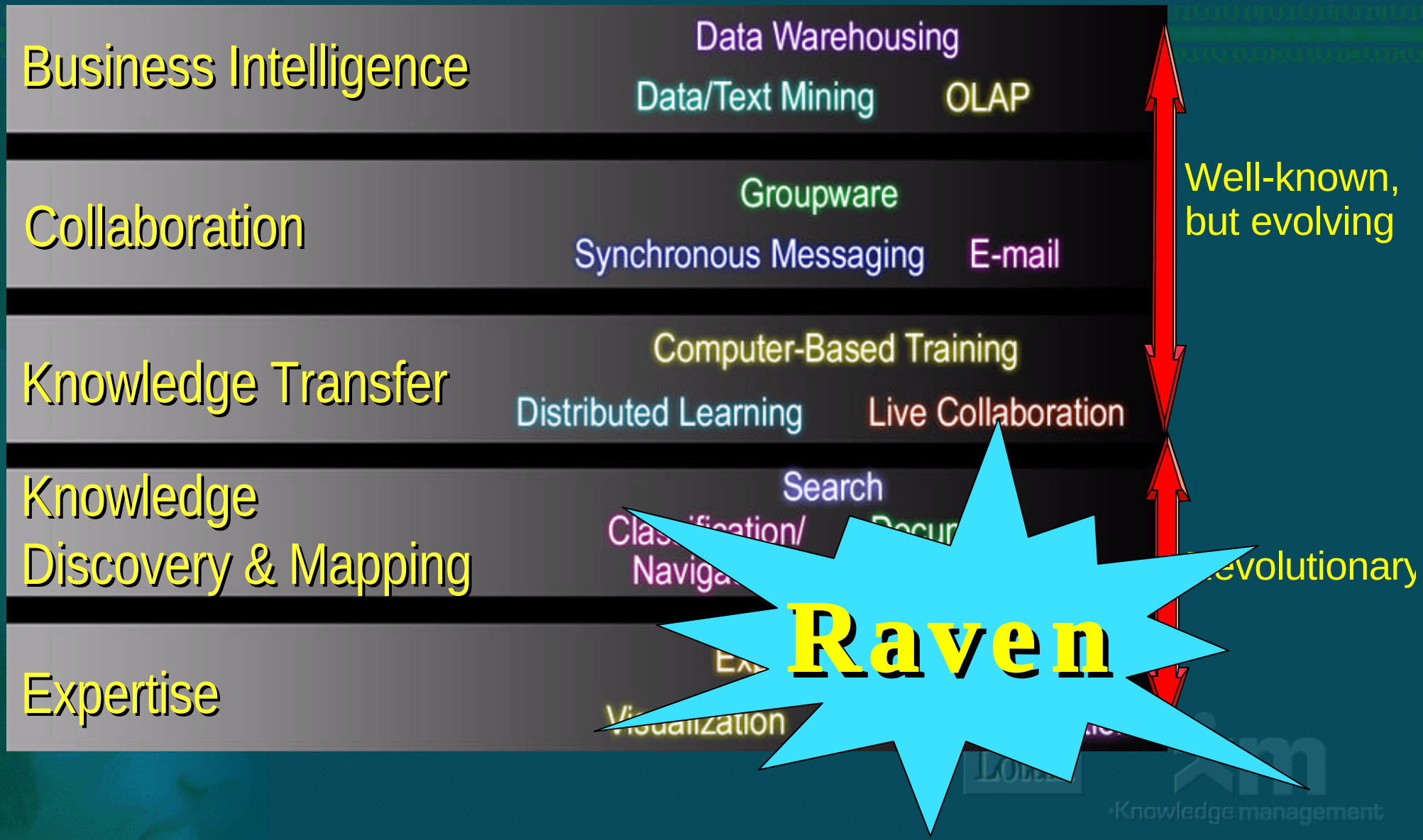
Innovation

Bring people together across time and geography to share ideas

IBM/Lotus Knowledge Management Roadmap

Technology Pillars of Knowledge Management

The Five Knowledge Management Technologies



Value Through Integration

Portal Desktop

Teams & Communities

Document Management

Expertise Location

Search

Collaborative Infrastructure

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Knowledge management

Value Through Integration

Portal Desktop

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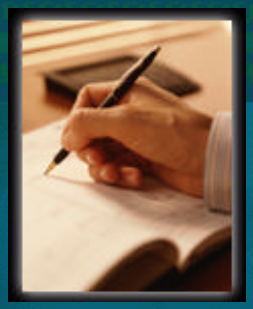
Knowledge management

Leverage the IBM KM Community

KM EDUCATION



Advanced Business Institute (ABI)

THOUGHT LEADERSHIP

Lotus Institute IKM

INTERNAL EXPERIENCE

Knowledge Networks
Software Communities

IBM + Lotus

CONSULTING

KM Consulting & Solutions
Lotus Consulting

PRODUCTS

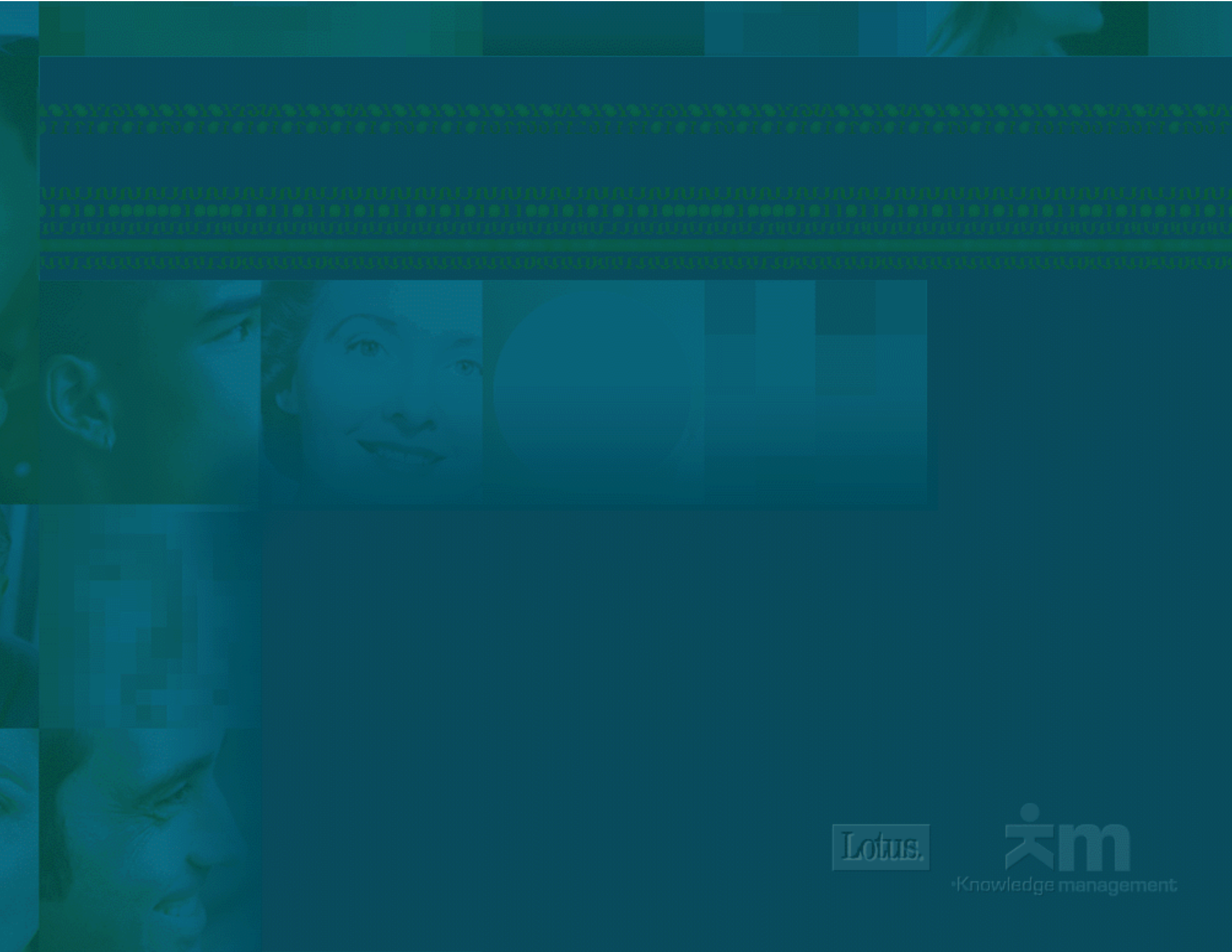
IBM Software
Lotus Software

R&D

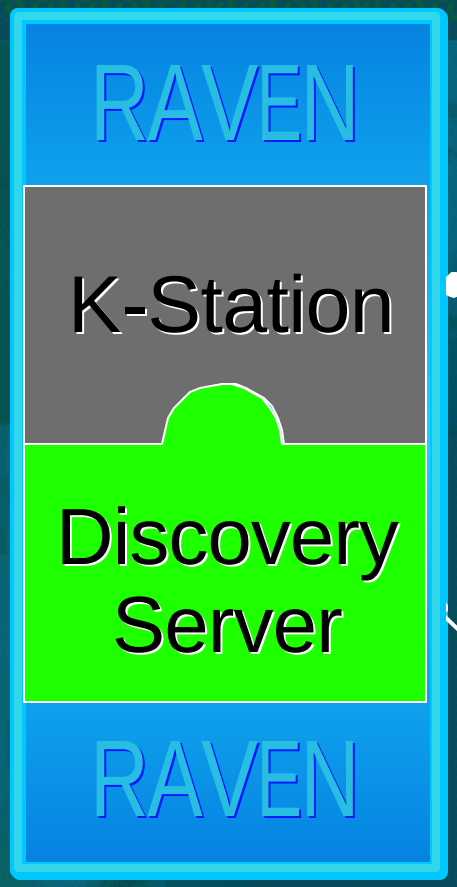
IBM Research
Lotus Research

Lotus.

km
Knowledge management


Lotus.
Knowledge management

Delivering Project Raven



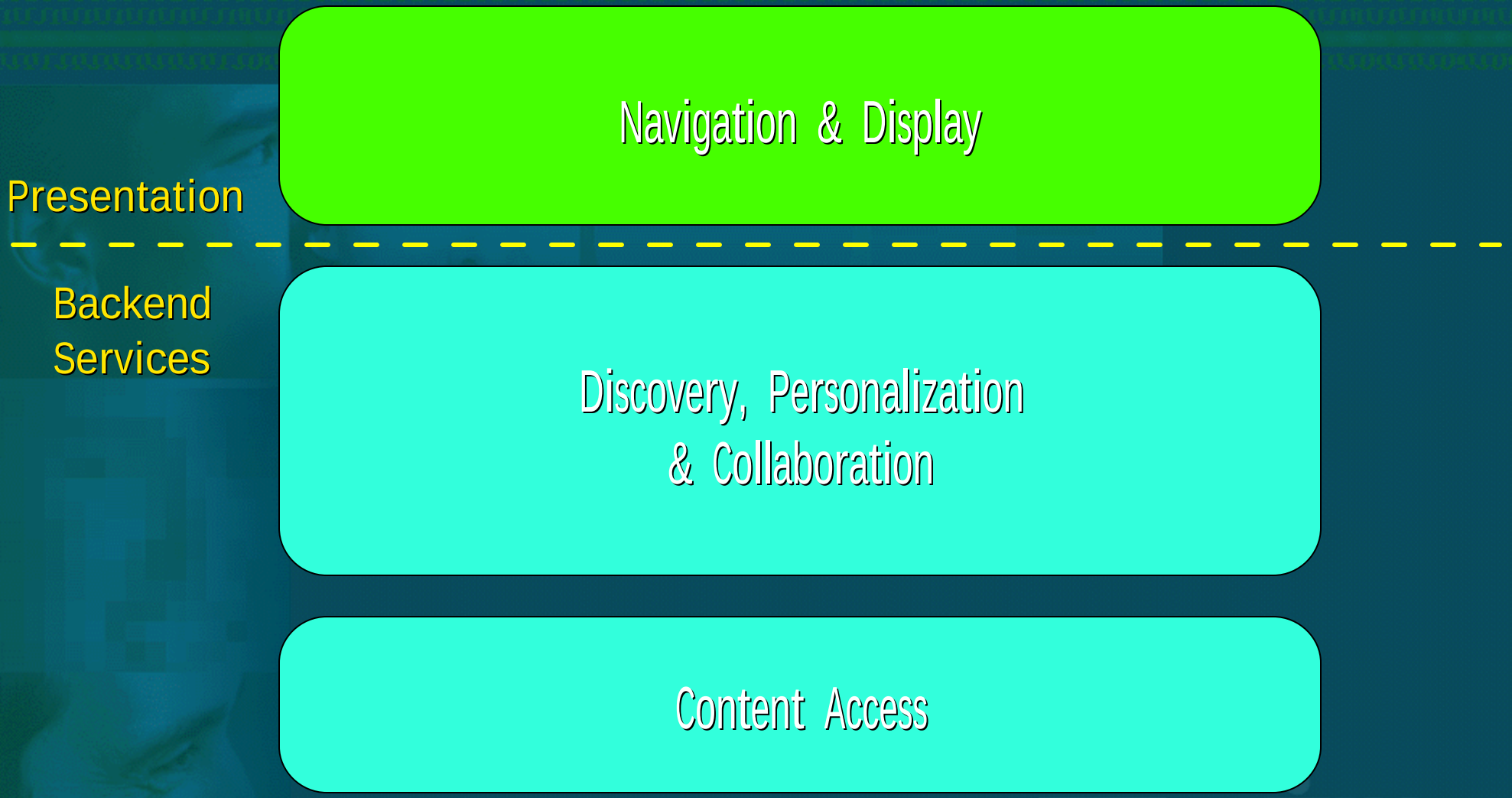
1. – Ready-made portal application
2. – Convergence point for People, Places, Things
3. – Collaboration and Community

1. – Scans content, user activity
2. – Discovers PPT relationships
3. – Analyzes the "digital bread crumbs" from above

Lotus.

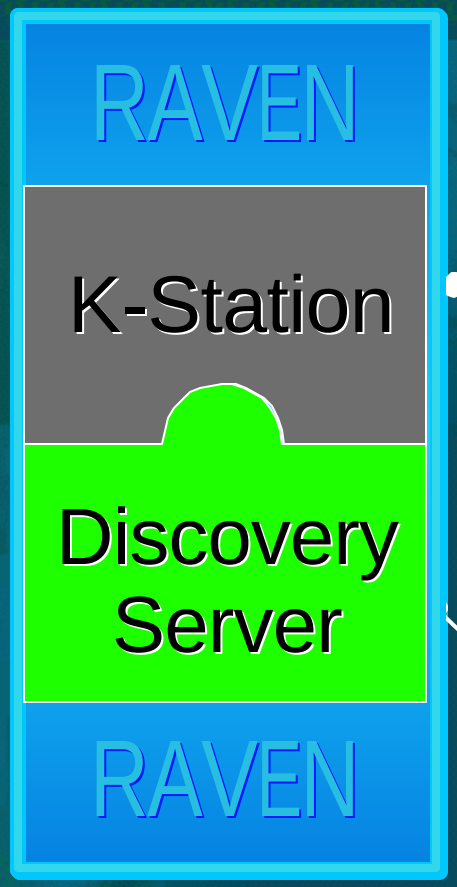
Knowledge management

The Lotus/IBM View of a Portal



Lotus.
Knowledge management

Delivering Project Raven



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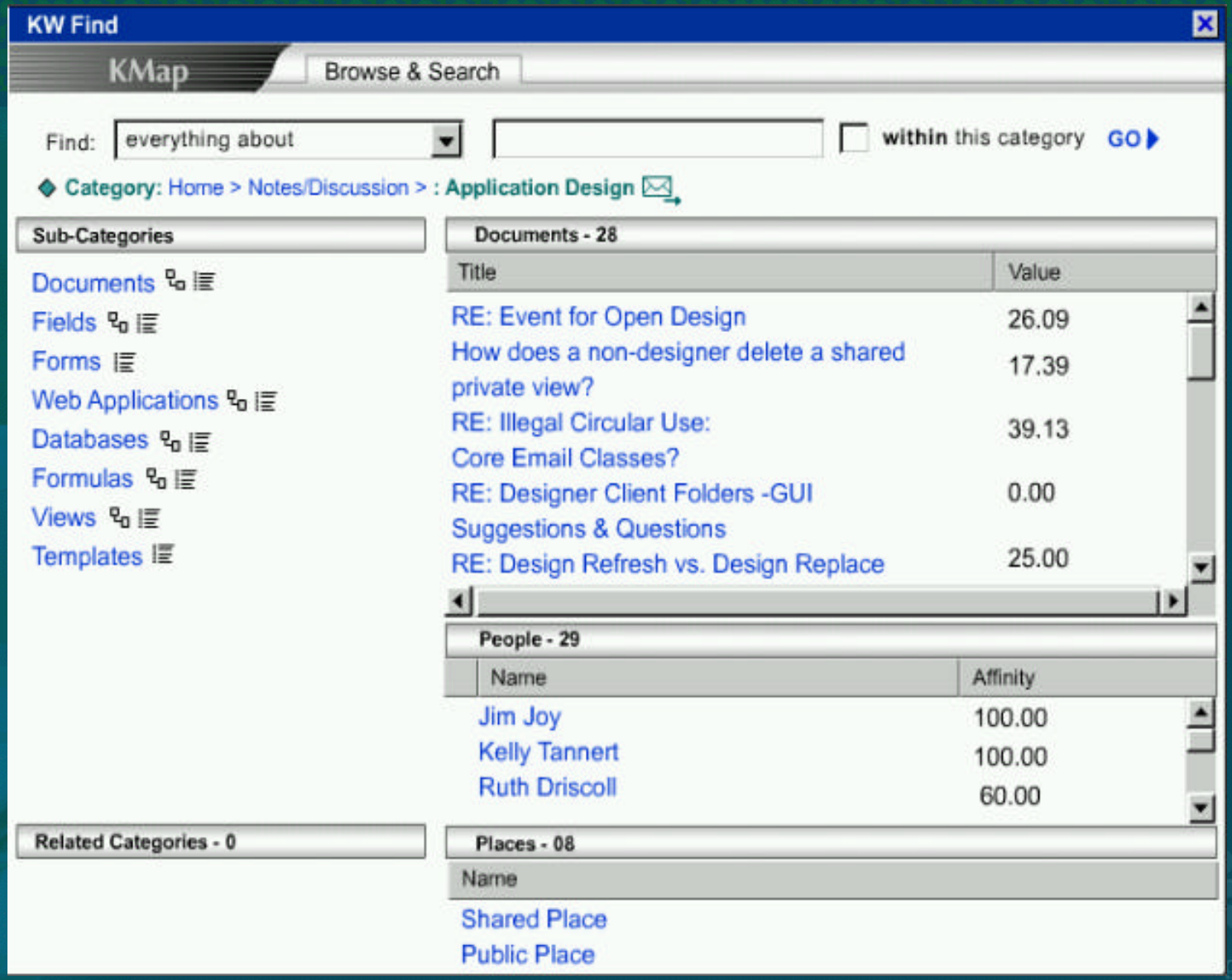
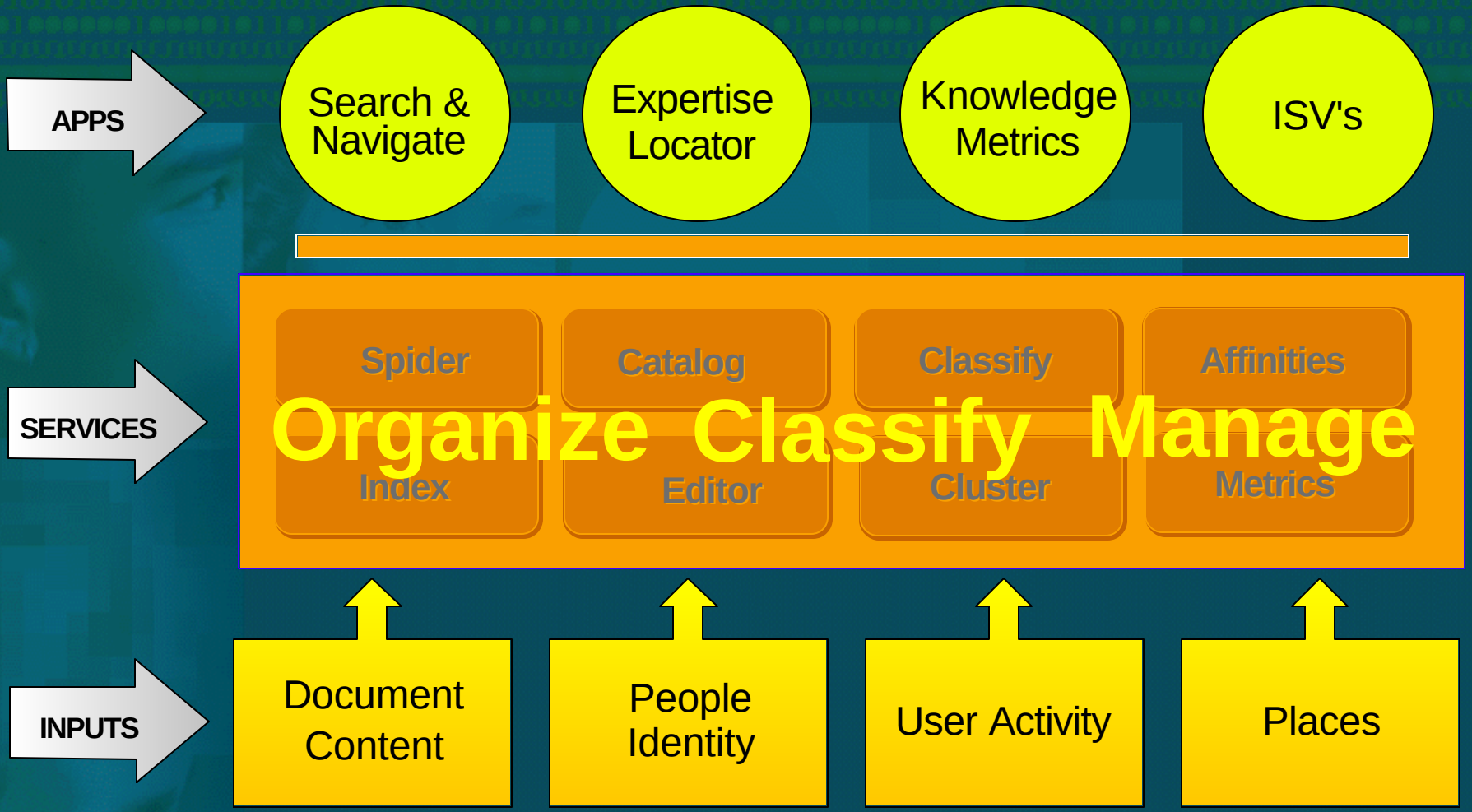
Lotus.

Knowledge management

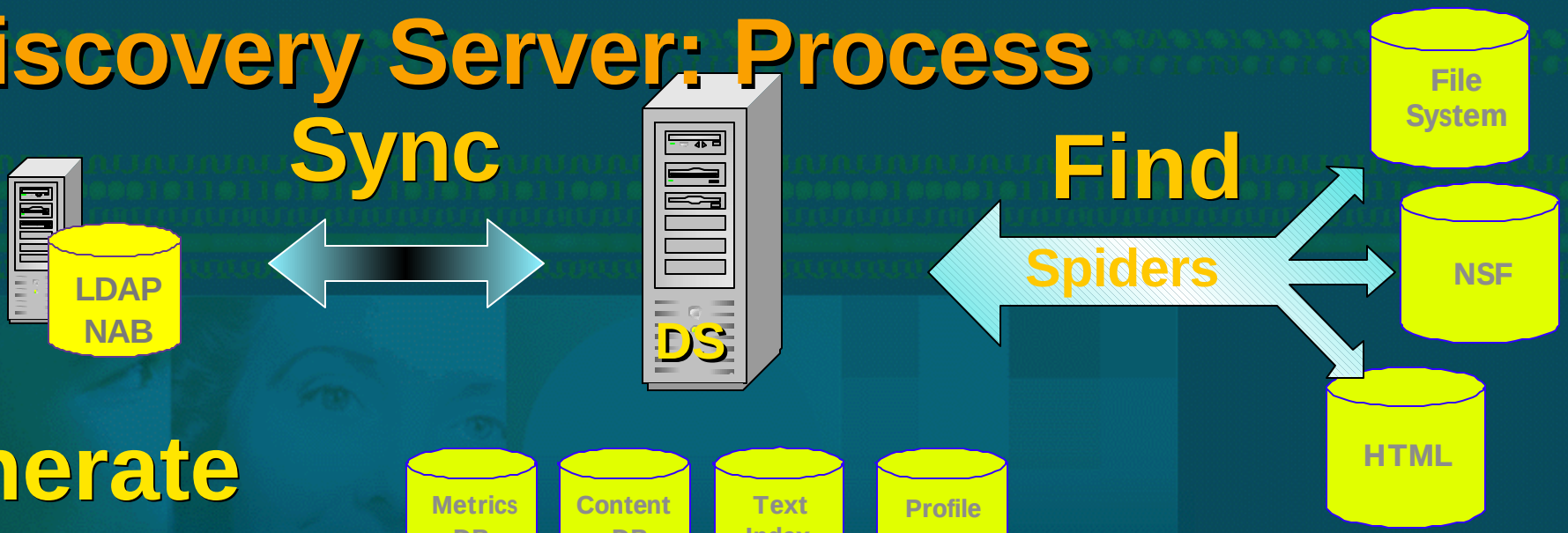
"Raven" Discovery Server
Technology Update



Discovery Engine



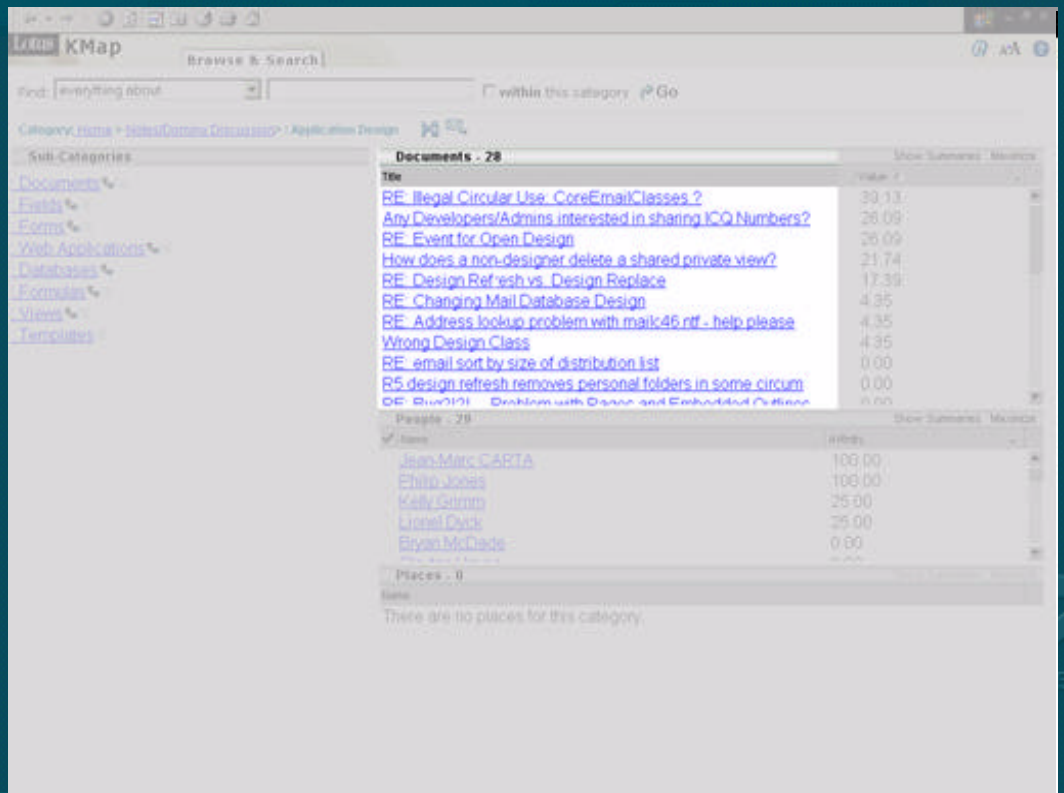
Discovery Server: Process



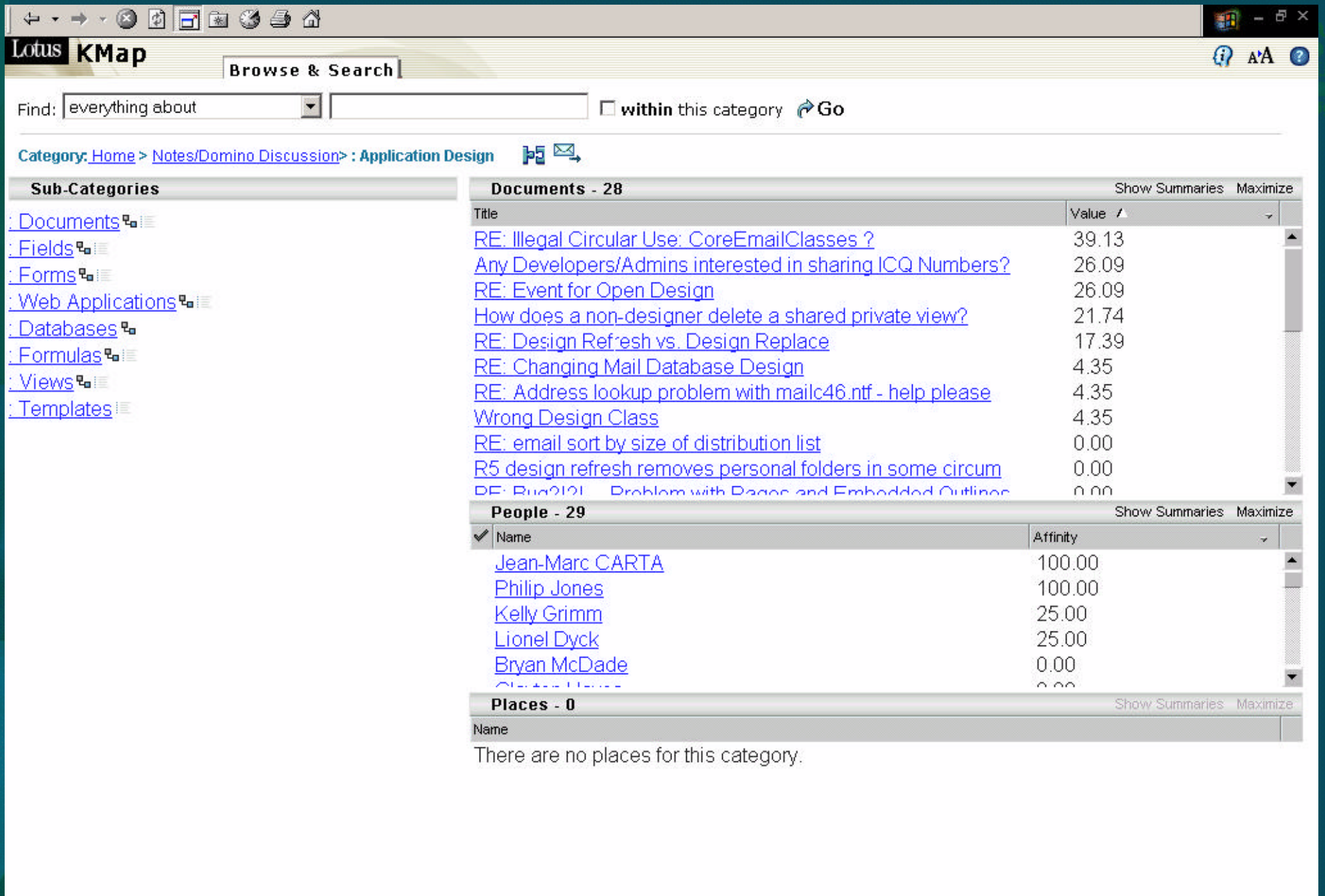
Generate

Analyze

Regenerate

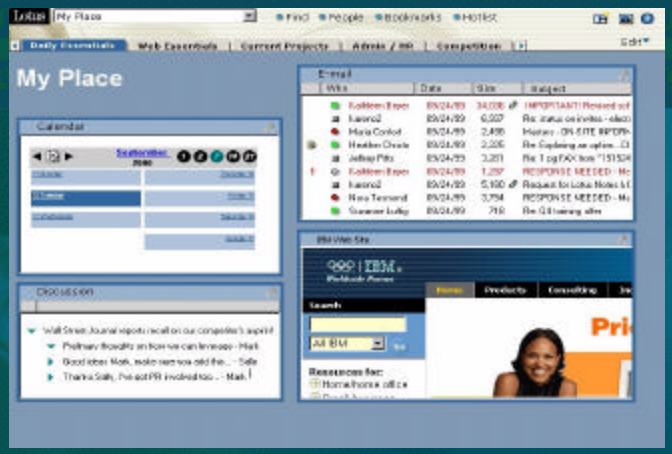


DS User Interface (Kmap)



Lotus K-station

Key Features

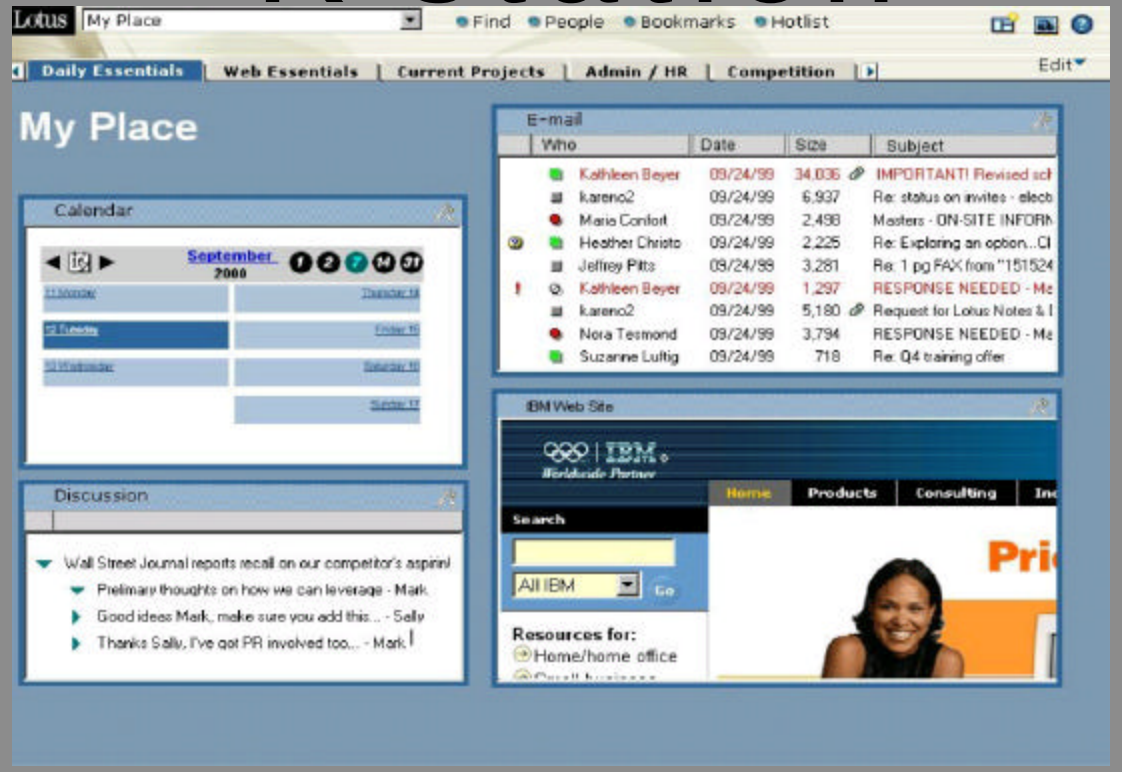


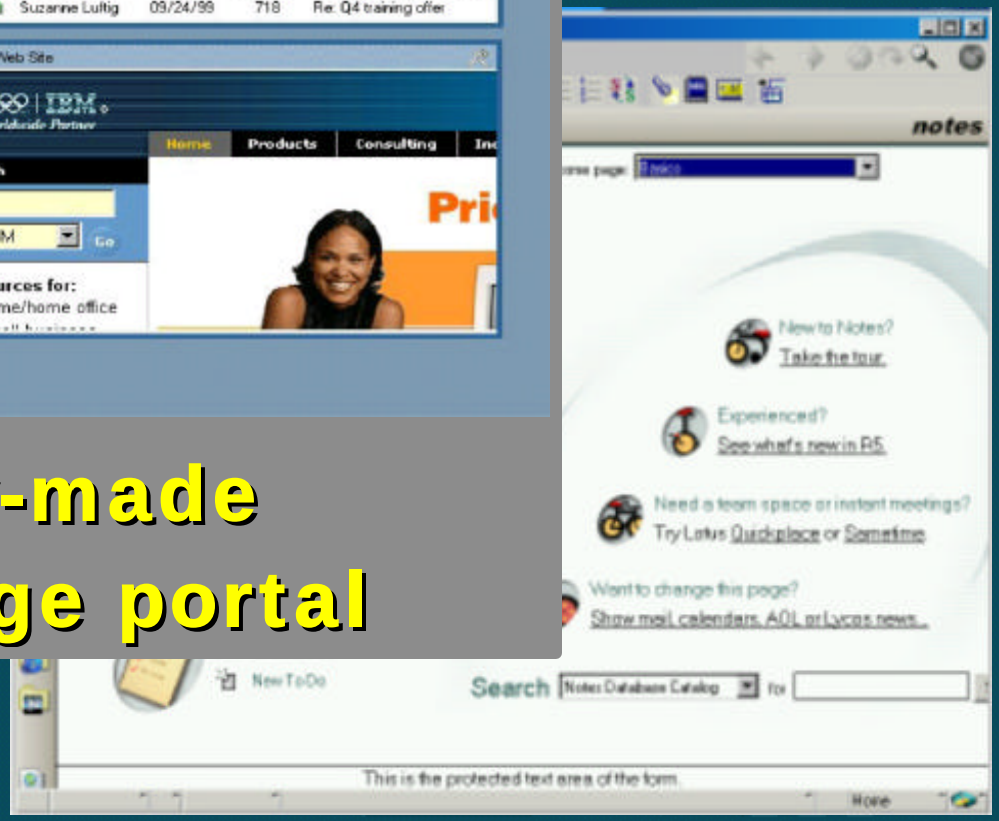
Business Intelligence	Data Warehousing, Data/Text Mining, OLAP
Collaboration	Groupware, Synchronous Messaging, E-mail
Knowledge Transfer	Computer-Based Training, Distributed Learning, Live Collaboration
Knowledge Discovery	Search, Classification/ Navigation, Document Management
Expertise	Expert Network, Visualization, Affinity Identification

- Portal navigation, layout
  - knowledge views, pages, places
  - dynamic window placement/sizing
- People Awareness
  - directory integration, security, online awareness, realtime communications
- Collaborative Places
  - Task management, document library, discussion

Lotus. Knowledge management

K-station

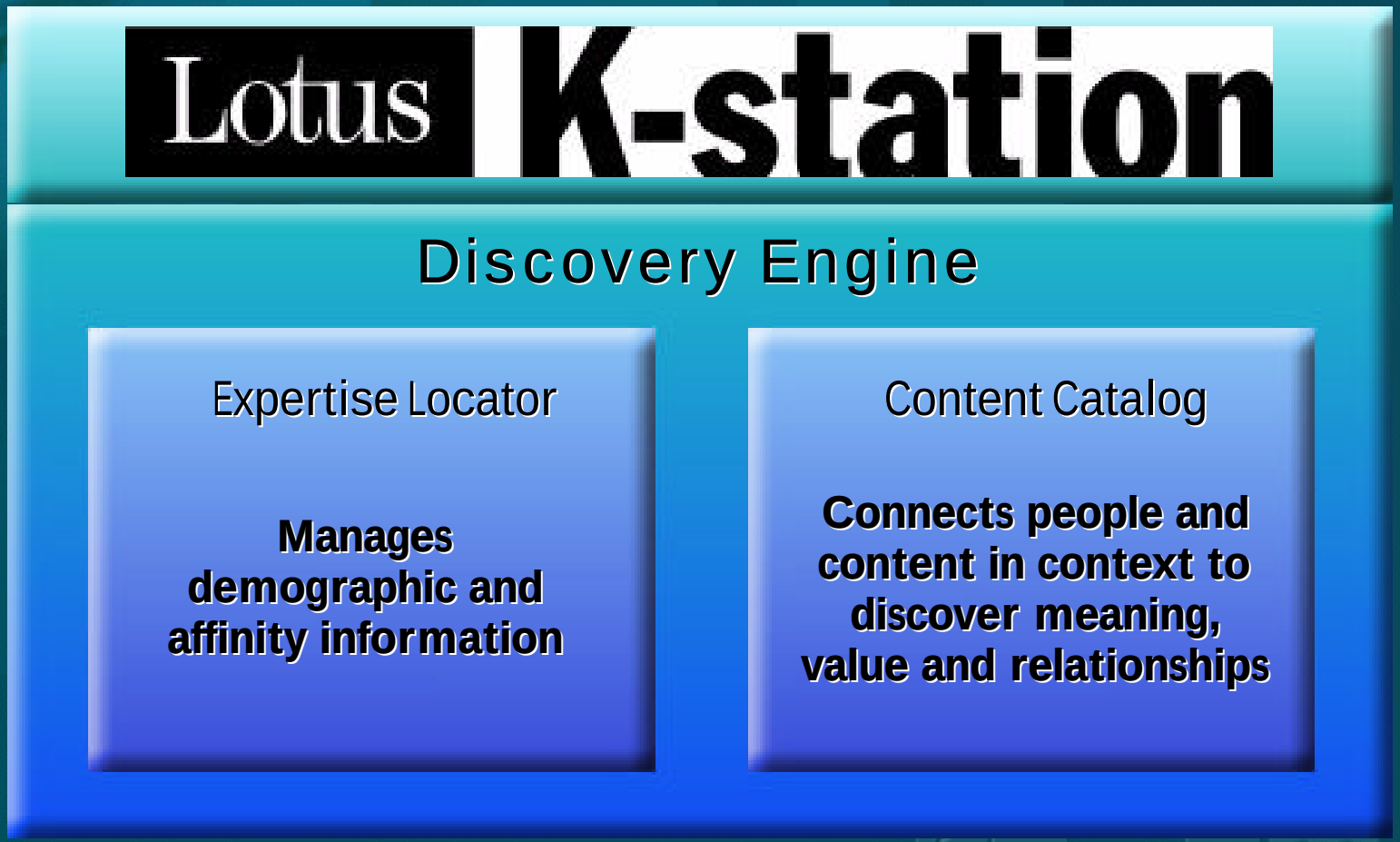




Ready-made knowledge portal

Raven Benefits

▪ **INTEGRATE**	➡ integrate KM services into a single infrastructure
▪ **ANALYZE**	➡ derive value by analyzing end user activity, expertise and content
▪ **AUTOMATE**	➡ automate labor intensive activities so administrators can focus on solving business problems

Lotus. Knowledge management

Knowledge Management Suite